as happiness promoters, convinced him that they were men like unto other men. Having established the normality of all-in wrestling display patrons, Observer proceeded to ask 150 of them: 'Why do you like Free Style Wrestling?', and by carefully tabulating the answers he received, along with any derogatory comments made, was led to the interesting, but scarcely surprising, conclusion that 'Free Style Wrestling is so successful because it meets certain needs of the people. … It is thrilling, allows dream-wish fulfilment, and gives the feeling of being a member of a group by talking about it.'

A similar technique was employed to detect changes in public opinion, and to predict by-election results; politicians, Nature's Mass Observers, derived comfort from approving letters addressed to them by, they were always careful to explain, persons representative of all sections of the community.[29] Other collectors of data neglecting outward things—all-in wrestling, football pools, Lambeth Walk, applied themselves to the inner-man, hoping thereby to diagnose and prescribe a cure for spiritual ills. Miss Laura Riding, for instance, sent a letter to 400 selected persons, ranging between Mrs. Naomi Mitchison and Lord Gorell, and taking in the B.B.C., in which she asked: 'What is wrong, and what shall we do about it—we, the women, and the men of inside sensibilities, and the inside selves in many outside persons which lean away from the outer realities towards the inner ones?'[30] The answers she received to this momentous question, she classified under the heads—'Maleness and Femaleness', 'The Realistic Approach', and 'Beginning

from the Inside',

[29] Mr. Chamberlain, at the time of the Munich Agreement, was particularly insistent on die representative character, and warmly approving tone, of the large number of letters he received daily. Mass Observation's conclusion, also based on the representative character of the human 'samples' taken, was that pro-Chamberlain sentiment 'even at its top-point never scored more than 54%,* and that most people soon 'came to feel that we had let down the whole tradition of England's pledges for honesty, fair-play and resistance to threats.' Probably Mr. Chamberlain and Mass Observation hit on different cross-sections.

[30] See *The WorU and Ourselves* by Laura Riding.